

Published based on [You Should Please The Customer.](#)

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The peculiarity of a copywriter's work is that the result of his work can be an infinite number of versions of the text, each of which would be consistent with the proposed assignment. I think that there might be two main criteria for evaluating this work. They are the quality of the text and certainly SEO. As for the quality I mean the lack of spelling, stylistic and other errors. And of course I hope you've already heard about search engine optimization which is SEO in short.

As for the literacy of the text there should not be a contradiction. It's clear that it is an objective criterion. But what about the second criterion which is correspondence of the text to the assignment? Most of the customers are rather lazy. And, therefore, they don't spend much time on description of all the peculiarities of assignment. And they often use common phrases and concepts when ordering articles. They prefer to use such phrases as "good text" or "interesting stuff".

In order to clearly understand what you need to do and avoid later misunderstandings with the customer, I propose to make for yourself a small questionnaire for the customer. This does not mean you have to offer him the questionnaire although there could be such an option. But you should ask him a few questions that would help you to come to agreement with the customer. Of course every copywriter should have his own questionnaire for this purpose.

What style should the article be written in? Variants are known. You can use artistic, scientific, journalistic, official business and styles. But I should add that there's the style of the Internet and the advertising style of course. If the customer has said that he wants an advertising text, then I will ask if there should be just an obvious advertisement or an article should contain a hidden or unobtrusive advertising. Perhaps linguists are likely to disagree with me as for the selection of styles. But this article is not about the selection of styles as you can see. I just want to teach you how to write good texts easily.

As for the format of the text, here I try to understand how the customer sees this written text and what a vocabulary he would like to see here. After all, the article should follow the format of the site. I hope you realize it and there's no need to explain it more.

What should you prefer: SEO or readability? Of course, 99% of customers want their text to be both interesting and perfectly optimized for queries in the form of a chain of random words. Certainly any copywriter should write an article in compliance with these requirements. But this is not always possible, so you should ask your customer for details. I hope all your customers will be pleased.

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